

Message Text

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TAGS: ETRD
SUBJECT: JAPANESE PUBLIC RELATIONS EFFORTS ON TRADE ISSUES

REF: TOKYO 18403

1. PUBLIC AFFAIRS COUNSELOR CALLED ON JAPANESE MISSION TO EC'S DCM OHTAKA THIS MORNING TO INFORM HIM OF PLANS FOR US/EC/JAPANESE JOURNALISTS CONFERENCES IN JAPAN NOW SCHEDULED FOR JANUARY AND PROJECTED FOR SEPTEMBER 1977. OHTAKA WAS GRATEFUL FOR INFORMATION AND SAID HE HAS BEEN VERY CONCERNED ABOUT INCREASING CRITICISM OF JAPAN IN EUROPEAN PRESS AND PUBLIC STATEMENTS.
2. OHTAKA HAS PROPOSED TO HIS TOKYO SUPERIORS THAT PUBLICITY BE GIVEN IN EUROPEAN COUNTRIES TO CONTRIBUTIONS MADE BY EUROPE-BASED JAPANESE PLANTS TO HOST COUNTRY EMPLOYMENT AND EXPORTS. HE SAID HONDA IN BELGIUM HAS SIGNIFICANT EXPORTS TO THE US, FOR EXAMPLE.
3. OHTAKA THOUGHT JAPANESE GOVERNMENT-SPONSORED VISIT TO

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JAPAN BY REPRESENTATIVES EC PRESS CORPS LAST SEPTEMBER HAD PRODUCED SOME USEFUL ARTICLES, PARTICULARLY THOSE BY JEAN LECERF IN NOVEMBER 1-2 FIGARO. PROBLEMS IN EUROPE-JAPAN COMMUNICATIONS, HE THOUGHT, ARE BROADER THAN TRADE ISSUES, AND INFORMATION EFFORT FROM JAPANESE SIDE MUST AIM AT PSYCHOLOGICAL RAPPROCHEMENT.

4. OHTAKA SAID NEXT STEP WILL BE JAPAN-EC SEMINARS WHICH NIHON KEIZAI WISHES TO CO-SPONSOR WITH EUROPEAN NEWSPAPERS IN THREE EUROPEAN CITIES EARLY IN 1977. BRUSSELS SEMINAR HAS BEEN PROPOSED FOR FEBRUARY 10, WITH NIHON KEIZAI CHIEF EDITOR TAKEYAMA AND NOT-YET-NATMED REPRESENTATIVE OF EC COMMISSION LISTED AS SPEAKERS. NIHON KEIZAI HAS ASKED LE SOIR TO CO-SPONSOR THIS SEMINAR BUT ACCORDING TO OHTAKA, LE SOIR'S DIRECTORS FEAR THEIR PARTICIPATION COULD LOSE THEM READERS AND ADVERTISERS.

5. PARENTHETICALLY, OHTAKA ESTIMATED THAT JAPANESE SIDE WOULD NOT YIELD TO EC PRESSURE TO FURTHER REDUCE SHARE OF SHIPBUILDING ORDERS, THAT EC COMMISSION OR MEMBER STATES MIGHT THEN TAKE RESTRICTIVE ACTIONS AGAINST JAPANESE EXPORTS, AND THAT WOULD LEAD TO JAPANESE RETALIATION. OHTAKA FINDS THESE PROSPECTS WORRISOME INDEED.

6. IN LARGER CONTEXT OHTAKA SAID HE EXPECTED THERE WOULD BE AN ECONOMIC SUMMIT IN FIRST PART OF 1977 WITH MAIN ISSUE BEING APPEAL BY OTHER PARTICIPANTS TO US, JAPAN, AND GERMANY TO STIMULATE THEIR ECONOMIES. HE THOUGHT JAPANESE WOULD FOLLOW PRESIDENT CARTER'S LEAD. HINTON

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